Microsoft Studio FIlm Analysis

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Determining the most profitable genres

Summary

The analysis used data from IMDb, TheMovieDB and The Numbers to ascertain the most profitable genres. Data indicated that any combination of adventure, animation and sci-fi are bound to perform well in the box office.

Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

Microsoft is in the process of creating a movie studio. They have requested information pertaining to which genres would be most likely to ensure success. Questions answered are:

- Which film genres perform the best at the box office?
- Which film genres receive the highest ratings by viewers?
- Which film genres present the highest return on investment?
- What is the typical budget of a successful film?
- What is the run time of the most successful films?

Data

The data in this analysis is sourced from IMDb, TheMovieDB and The Numbers. It's split as follows:

- Film names from IMDb
- Film ratings from IMDb and TheMovieDB
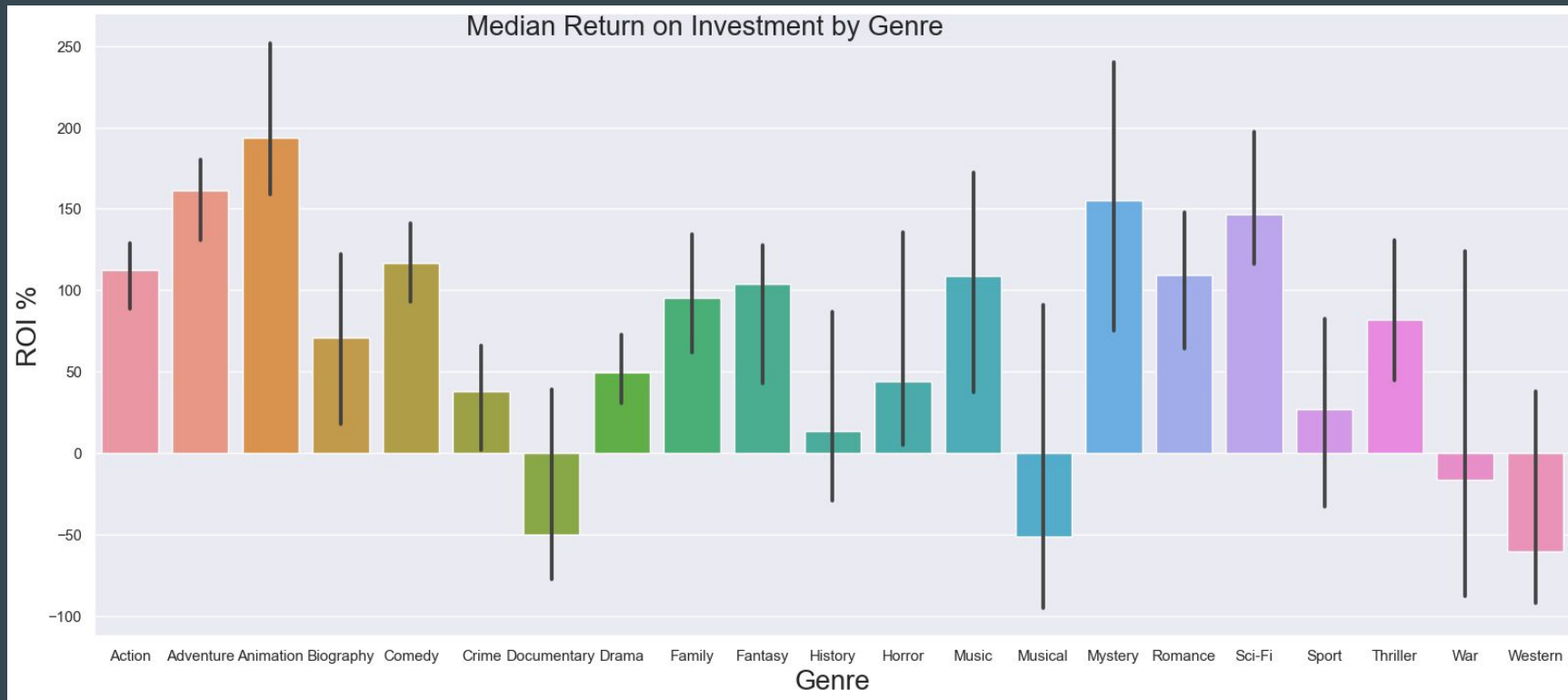- Film budget and gross from The Numbers

Methods

- Datasets combined and cleaned
- Films with gaps in their information dropped
- Return on investment engineered
- Visualizations comparing budget, gross, rating and runtime made
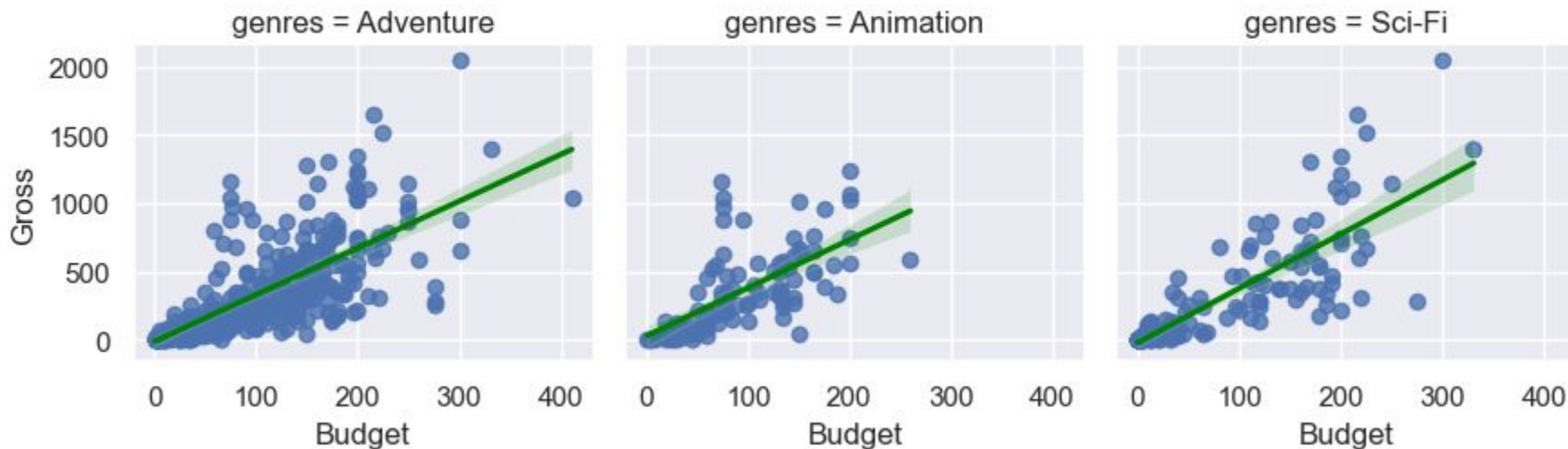
Median Worldwide Gross by Genre

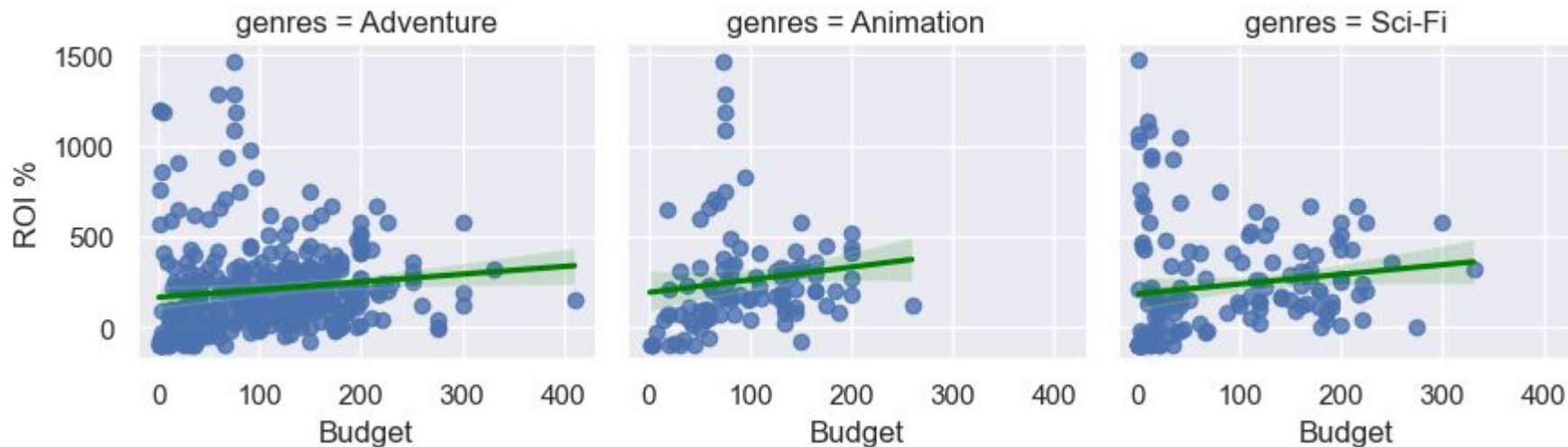Median Worldwide Gross by Genre (in Millions)
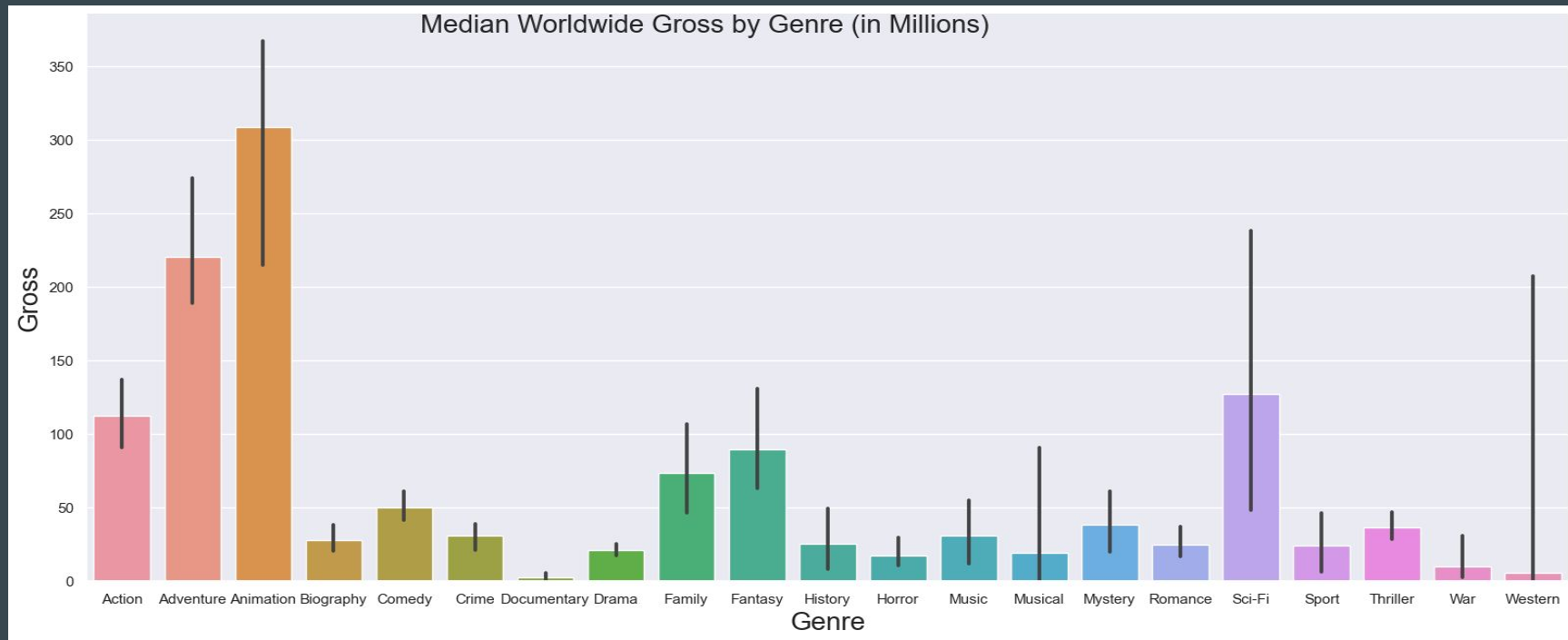
Median ROI% by Genre

Median Return on Investment by Genre

Budget vs Worldwide Gross

Budget vs ROI

Effect of Budget on Return on Ivestment Percentage

Average Rating by Genre

Mean Rating By Genre
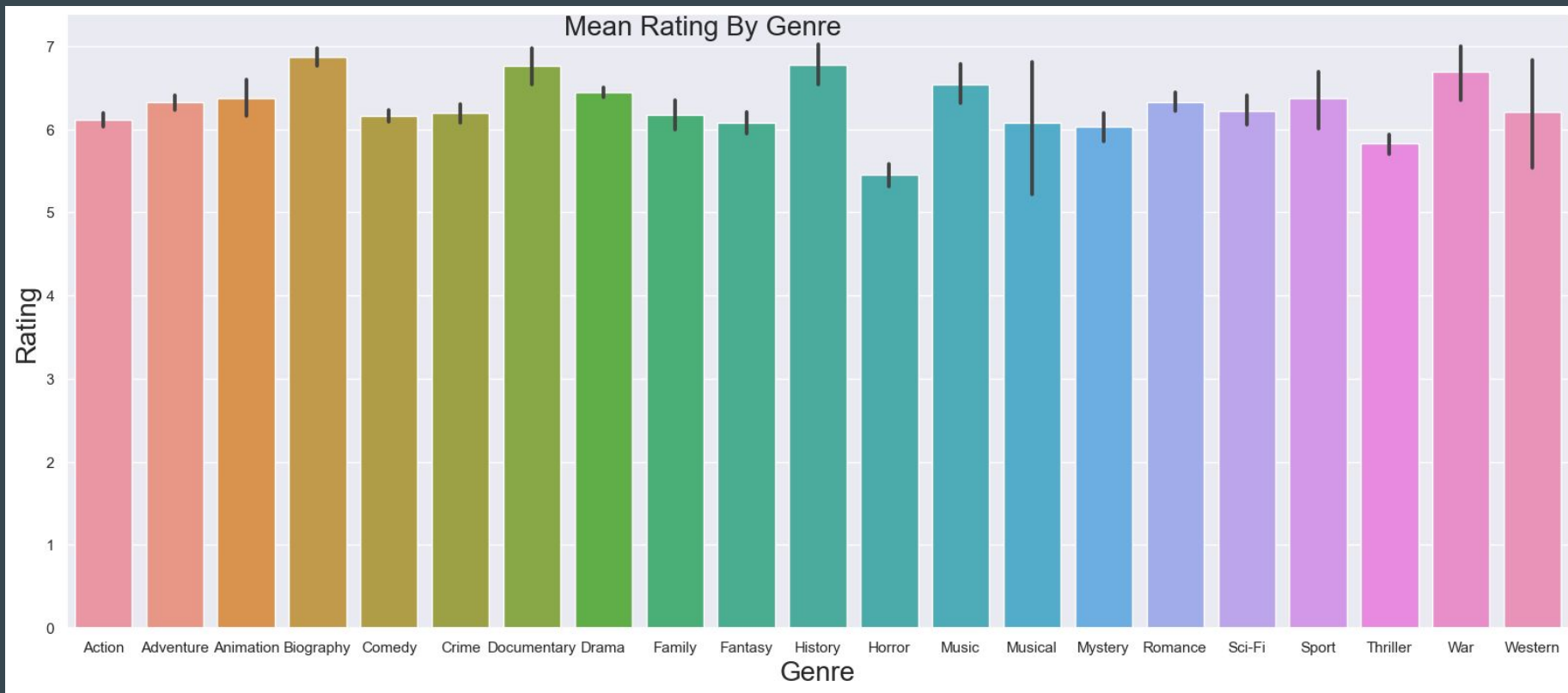
Typical Film Runtime by Genre
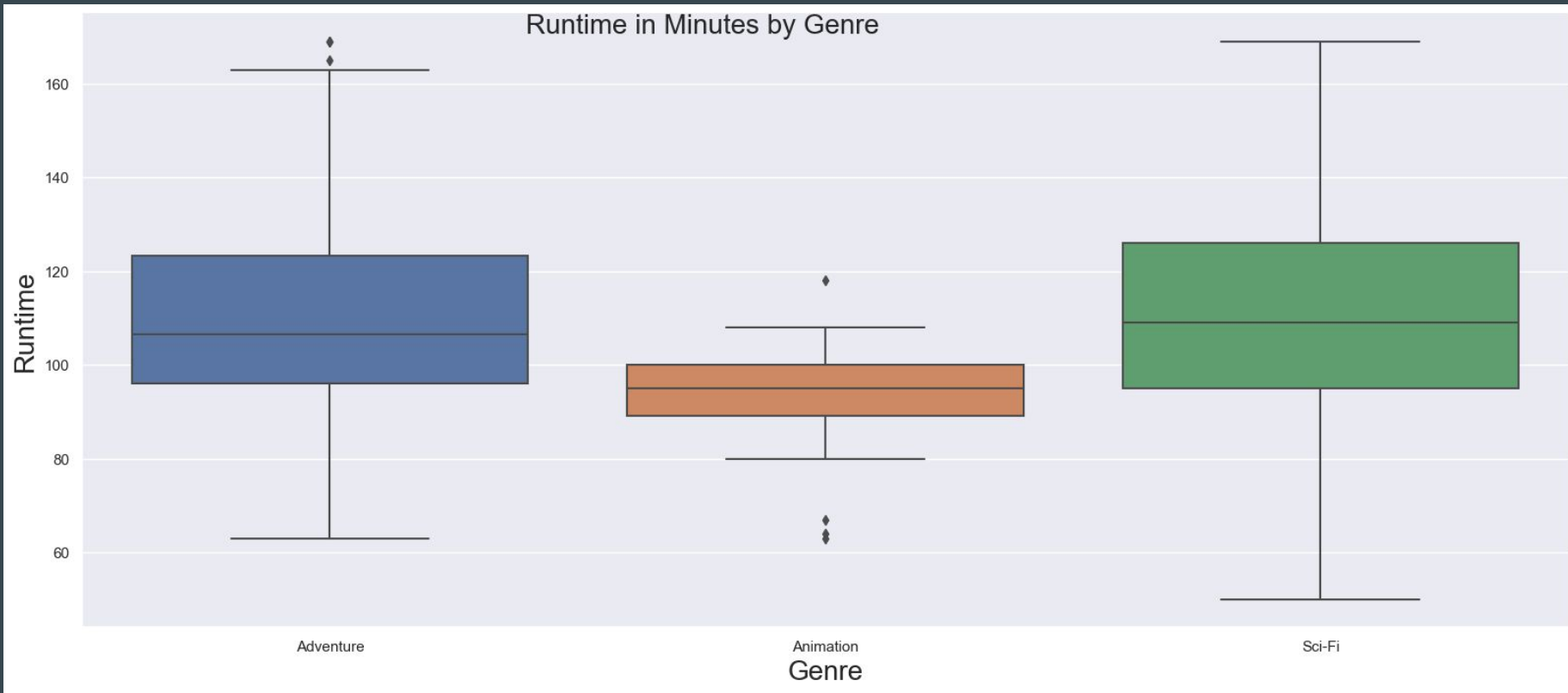
Results

- Adventure, animation and sci-fi are the best performing genres
- A budget of 100 to 150 million is recommended
- A run time of of 90 to 120 minutes advised

The data provided was sufficient to solve the problem. Although some observations lacked in completeness, the available data returned reliable results.

Conclusions

- Given the findings of the analysis, it is clear that any combination of the adventure, animation and sci-fi genres would present the best opportunities in terms of box office results.
- A budget of 100 to 150 million is needed to create quality films that audiences would enjoy and pay to see.
- Run time is not a significant variable in the equation, but 90 to 120 minutes is sufficient. If the story of the films require less or more the time, the studio is at liberty to adjust.

Thank you!

Email: ian.musau@student.moringa.com
Github: @bizzfuzz
LinkedIn: https://www.linkedin.com/in/ian-musau-a71b92b1/